Surge mein tha interest, civil core env abhas sir, not inreseseted in this now, mitakes foreign research project, indo canada conflicts, 3rd year por bakchod thi photo + rakrarpan, two resume based tha, intern session mein no interest at all, senior tata apm vahan se aaya intrest, apm studies, business side interest as well, product ka aaya, por ka bkc, interview se intern vagerah gya, photo cooordi nitin se relate tha, product mein interested, summer mein dsa try bhi kiya, 6th sem mein, D laga to fir nahi hoga, product again front par aa gaya, consult kam aayi to product mein thooda bt fir dikha, then analyst bhi kiya, tushar sandhan guided him and project bhi diya hai, agri interest tha hai like project aka surge vahi tha, project on agri health mila under tushar sandhan out of blue using ml based algo, basic prototype bana diya, july 7th sem (20th) ke pehle applied for intern, interview hua earthfield mein, then joined that team, figma yahi siikha, feature and all sab bataya, vahan se major interest and application based, then ms platform intern unpaid bad intern, doremon den bhi kiya tha, friends ke saath product solving and consult cases, august mein resume ka bt tha and all vahi product hi banaya main, vahi se kuch aur likh liye the, took part in prod comp (first thee) tpf product league, test started and sometimes case solving, pm school challenge mein part regularly, sem ka kuch idea nahi tha, abhi bhi nahi hai, bas chal rha tha test, sde mein nahi hua,

Flipkart aaya, chlo part liya 8 din banaya, even quiz chod kar, only flipkart kiya tha 8 din, mulit feedbacks, atleast bakchod deck ban gya nd finally sortlist aa gya 😊 , buddy round, case practice hua, flipkart game changer, hua, major case solving come here, 2-3 case per day, rca bhi,

HI Labs, 7 days tak nahi banaya, atleast try karo shreya ne bola, last 5 daya banay, shortlist aa gyi again,

Resume mein now turn down aaya vo sab padha for defend, case chal rha tha, last days nitin ke saath alum, major help ki hai
Flipkart first interview kharab ho gya, demotivate, meesho resume shortlist inki nahi thi to aur demotivate,
flipkart , innovacer, hilabs, clear and cars24

Product design better than rca inka,

Bpcl bhi tha, nahi lena tha, to nahi kiya, man nahi tha vahan

Sushant ka ho gya, tab tak cars24 nahi tha, indus and battery smart walkins karte hain, cars 24 shortlist aayi and jaldi phunche, alum the,
Round 1 (50 min)
Normal talk, as a pm of insta launching reels for first time what are the metrics you will choose for it
1. As a pm we launch a insta reels, first part ke liye as a platform two part content consumer, and maker one, and one who does both, then
2. Consumer side : framework AARRR, awareness, activation ,retention, revenue, referral,

3. MAU high hai so for this if they click the eithoer on page, story or somethhhings, awareness ka koi khad nahi not be able to measure, activation when a user uses that feature for fiest time, measure channel of factivation like button or scrolling thru main page, storyy and friend share, pop up bhi kar sakte hain, no of user coming thru channels,
4. Retention ke liye kitna engae and retain again and again: just once then none, bounce rate: reel se band , churn rate, engagement mein per secession scroll per user, mau dau, engagement like comment and share etc then further down to it,
5. Referral: how many share or other channel s , story and other channel
6. Revenue: how they earn, no of ads pers ession and after how many ads user is spending on ads or just scroll up and watching time of advertisements, ye sab

Intern par question then: brief explain, like what doing, land transaction platform, other questions, and what he did, like overseen process, all features and design and user research, etc, revenue side as well. He wrote two prds just documentation,
As a pm of insta make reels prd,
Objective:
Problem:
User research:
User persona:
Pain points, needs:
All discuss and some basic prd,

With in moment again alum,
informal talks, english se hindi switch ho gya interview

Round 2 (1hr to 1:15 hr)

RCA, use of supercoin decreased by 10%
What is supercoin, and where?
Super coin, working and how this work and some idea of it, this is how it is and for order we get them,
Some other subscriptions are given on these supercoins,
Is it across all platforms and how it is working,
Time → Sudden or Gradual or how
Geography
Clarifying questions

Then went thru first principle,

They are getting super coin as usual and no problem as same earlier and same price parity no changes,

No of user on nplatefromm sab same hai now what

Now come to process, how the user journey is, are they able to add something or using them,
Now allotting supercoin has some problem, like when allotting them, no change ismein bhi,
Have we made in any changes in allocation of supercoins,
He found that they are giving scratch card and people not using that an it went into dump, like no scratch, will do later, no scratch cards are used,
Why scratch cards so should we remove it as it is a resistance, and major seen as rewarding things, like them and improving this structure,

Solved

Again intern how, and what, and why, fundamental concept, as a pm what is industry and how it worlds, and cars buying selling, nbfcs and how it works, and how listings them on his intern like landing and how buying and no problem pain points and all and review and something related to it,
How team works,

PoR ka bakchod hai,

Soft call de diya hai,

Direct hr round:

Asked him what hr will ask, frank ho gye the, and some background and some related questions with him,

HR Round (15-20 min):
Journey and how it works, and why prakriti what learnt, teamwork, some tricky questions like friends call and late night, task management.